



Graphic Sales: Feature Building Template

Purpose: Help reps connect what the product does to why a buyer should care. Use this to force clarity. If a feature can't be tied to a real problem and outcome, it doesn't belong in outbound messaging.

Manager Notes

- Keep language plain and specific.
- Ban buzzwords unless you can explain them to a smart high-school student.
- Every outbound message should ladder back to one of the rows.
- If reps can't explain the outcome, they're not ready to pitch it.

Feature Building Template — Example (Filled-In)

Example: Sales Prospecting Platform

PRODUCT FEATURE	WHAT PROBLEM DOES THIS SOLVE?	FUNCTIONAL BENEFIT	BUSINESS OUTCOME	WHO CARES MOST?	TALK TRACK
ICP scoring engine	Reps waste time chasing bad-fit accounts	Automatically prioritizes best targets	Higher meeting conversion and pipeline quality	SDR Manager / CRO	“We have an ICP scoring engine, which means reps focus on the right accounts, so you generate more pipeline without increasing headcount.”

Multichannel sequencing	Outreach is inconsistent and random	Standardizes cadence across phone, email, LinkedIn	Predictable pipeline creation	Sales Leader	"We have built-in sequencing, which means your team runs a consistent outbound motion, so pipeline becomes more forecastable."
Call coaching analytics	Managers struggle to coach at scale	Surfaces patterns in talk tracks and objections	Faster rep ramp and improved win rates	Sales Enablement Leader	"We have call analytics, which means you can coach based on real data, so reps improve faster."

Feature → Problem → Outcome Map

PRODUCT FEATURE	WHAT PROBLEM DOES THIS SOLVE?	FUNCTIONAL BENEFIT (WHY IT MATTERS)	BUSINESS OUTCOME (SO WHAT?)	WHO CARES MOST? (PERSONA)	TALK TRACK (WE HAVE...)
					“We have ____, which means ____, so you can ____.”



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